

Public Information & Community Relations

Mission:

The mission of the Public Information and Community Relations division is: to foster citizen understanding and appreciation of County government policies, practices and operations; to increase the willingness of residents to participate in County government; to assist citizens who seek information or voice complaints; and to provide communications support to the County's marketing efforts.

Goals:

- Provide the news media with information concerning County policies, practices, operations, and events.
- Serve as media advisor to County staff, arrange interviews and press conferences.
- Publish the County Annual Report, Citizen Guide, and four Citizen Newsletters, and employee publications.
- Develop and implement responses to citizens' concerns and complaints.
- Coordinate, as necessary, public information meetings on current policy issues (such as associations of homeowners).
- Serve as County liaison with cable franchisee, Cox Communications.
- Provide public information during emergency situations.

Implementation Strategies for FY2003:

- To further promote and publicize economic development and tourism.

Budget Issues:

- In FY1999, a part-time video technician's position was added to assist in the Video Services production and was upgraded to full-time during the year. A part-time Communities Activity Coordinator was added to meet the needs of the County.
- In FY2000, a Video Services Division was created to account for the County television operations. Related positions were transferred to that activity.
- In FY2002, the increase was to support higher postal rates and inflationary increases in paper costs and printing for the various publications produced by this office. A part-time Communities Activity Coordinator position was changed to work-as-required to support the Publications Coordinator.
- For FY2003, there are no significant changes.

General Fund Expenditures	FY1999 Actual Expenditures	FY2000 Actual Expenditures	FY2001 Actual Expenditures	FY2002 Original Budget	FY2002 Expected Appropriations	FY2003 Adopted Budget
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Personnel Services	206,191	147,180	138,471	142,230	142,230	142,571
Contractual Services	23,127	19,863	21,247	33,400	33,400	32,500
Internal Services	5,702	1,472	1,315	2,500	2,500	2,250
Other Charges	18,911	19,551	21,730	25,000	25,000	26,600
Materials & Supplies	7,294	5,813	6,196	4,000	4,000	4,000
Chargeouts	-	(164)	-	-	-	-
Capital Outlay	<u>15,665</u>	<u>5,390</u>	<u>4,865</u>	<u>1,500</u>	<u>1,500</u>	<u>2,000</u>
Activity Total	<u>276,890</u>	<u>199,105</u>	<u>193,824</u>	<u>208,630</u>	<u>208,630</u>	<u>209,921</u>
Percentage Change	-28.06%	-28.09%	-2.65%	7.64%	N/A	0.62%

FTE's

Management	1.00	1.00	1.00	1.00	1.00	1.00
Professional/Technical	4.50	1.50	1.50	1.00	1.00	1.00
Admin/Clerical	1.00	1.00	1.00	1.00	1.00	1.00
Trades & Crafts	-	-	-	-	-	-
Total	<u>6.50</u>	<u>3.50</u>	<u>3.50</u>	<u>3.00</u>	<u>3.00</u>	<u>3.00</u>

